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5   each commercial configured to place a bid for the time slot on behalf of the

6   associated commercial;

7   wirelessly providing broadcast television programming, the broadcast

8   television programming being provided separately from the commercials and

9   including the time slot;

10   auctioning the time slot to the one or more ~~commercials~~ agents provided to

11   the receiver;

12   selecting ~~the~~ at least one selected commercial having the agent which placed a

13   winning bid; and

14   locally to the receiver, combining the wirelessly broadcast television

15   programming with the selected commercial,

16   displaying the commercial ~~having the agent which placed the winning~~ bid

17   during the time slot, so that the commercials appear to be part of the wirelessly

18   broadcast television programming.

1   2.   (currently amended) A method of presenting a commercial in a time slot to a

2   viewer, the method comprising the steps of:

3   providing one or more commercials to a receiver operatively coupled with a

4   display device, each commercial having an agent associated therewith, the agent for

5   each commercial configured to place a bid for the time slot on behalf of the

6   associated commercial;

7   auctioning the time slot to the one or more agents provided to the receiver;

8   selecting at least one selected commercial having the agent which placed a

9   winning bid; and

10   displaying the selected commercial having the agent which placed the winning

11   bid during the time slot The method of claim 1, further comprising the step of:

12   storing information related to the commercial having the agent which placed

13   the winning bid in a vault.

1   3.   (original) The method of claim 2, further comprising the step of:

2   allowing the agent for at least one commercial to access the information in the

3   vault, the agent using the accessed information to determine the bid to be placed for

4   the time slot.

1   4.   (original) The method of claim 1, further comprising the steps of:

2   maintaining a profile database to store data related to local viewer preferences;

3   and

4   allowing the agent for at least one commercial to access the local viewer

5   preference related data in the profile database, the agent using the accessed local

6   viewer preference related data to determine the bid to be placed for the time slot.

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5.   (original) The method of claim 4, wherein the local viewer preference related data includes demographic information about the viewer.

6.   (original) The method of claim 4, wherein the local viewer preference related data includes viewing habit information about the viewer.

7.   (original) The method of claim 1, wherein the bid placed by the agent of at least one commercial is a fixed amount.

8.   (original) The method of claim 1, wherein
the winning bid awarded by the awarding step is the bid having the highest monetary value.

9.   (original) The method of claim 1, wherein
the winning bid awarded by the awarding step is determined by setting a desired monetary value, and then reducing the desired monetary value until the agent of at least one commercial places a bid at least equal to the desired monetary value.

10.   (original) The method of claim 1, wherein

the commercial delivery step includes loading at least one commercial and the agent associated therewith onto the television receiver prior to the time slot.

1   11.   (currently amended) A system for presenting a commercial in a time slot to a

2   viewer, said system comprising:

3   at least one source of one or more commercials, the source providing each said

4   commercial having an agent associated therewith, the agent for each commercial

5   configured to place a bid for the time slot on behalf of the associated commercial;

6   at least one separate source of wirelessly broadcast television programming

7   and including the time slot;

8   at least one receiver operatively coupled with a display device, said receiver

9   configured to receive the wirelessly broadcast television and each commercial and

10 associated agent; and

11   a processor operatively coupled with the receiver, the processor capable of

12   executing instructions encoded by the agent associated with each

13   commercial to determine the bid to be placed for the time slot;

14   auctioning the time slot to the one or more commercials provided to the

15 receiver;

16   selecting the at least one commercial having the agent which placed a

17   winning bid;

18   combining the selected commercial with the wirelessly broadcast

19 television programming; and

20   displaying the selected commercial on the display device together with

21 the wirelessly broadcast television programming during the time slot.

1 12.   (currently amended) A system for presenting a commercial in a time slot to a

2 viewer, said system comprising:

3   at least one source of one or more commercials, the source providing each said

4 commercial having an agent associated therewith, the agent for each commercial

5 configured to place a bid for the time slot on behalf of the associated commercial;

6   a receiver operatively coupled with a display device, said receiver configured

7 to receive each commercial and associated agent; and

8   a processor operatively coupled with the receiver, the processor capable of

9   executing instructions encoded by the agent associated with each

10 commercial to determine the bid to be placed for the time slot;

11   auctioning the time slot to the one or more agents provided to the

12 receiver;

13   selecting at least one commercial having the agent which placed a

14 winning bid; and

15   displaying the selected commercial on the display device during the

16 time slot

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~~The system of claim 11~~, further comprising:

a vault operatively coupled with the processor for storing information related to the commercial having the agent which placed the winning bid.

13. (original) The system of claim 12, wherein the processor is further capable of allowing each agent for at least one commercial to access information previously stored in the vault, the agent using the accessed information to determine the bid to be placed for the time slot.

14. (original) The system of claim 11, further comprising:

a profile database operatively coupled with the processor to store data related to local viewer preferences; and

further wherein the processor is capable of allowing the agent for at least one commercial to access the local viewer preference related data in the profile database, the agent using the accessed local viewer preference related data to determine the bid to be placed for the time slot.

15. (original) The system of claim 11, further comprising:

memory operatively coupled with the receiver, the at least one source providing the commercial and the agent associated therewith onto the memory prior to the time slot.

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16. (currently amended)   A system for presenting a commercial in a time slot to a viewer, said system comprising:

at least one source of one or more commercials and one or more agents, each said commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial;

a receiver operatively coupled with a display device, said receiver configured to receive each commercial and associated agent; and

a processor operatively coupled with the receiver, the processor capable of

executing instructions encoded by the agent associated with each commercial to determine the bid to be placed for the time slot;

auctioning the time slot to the one or more commercials provided to the receiver;

selecting the commercial having the agent which placed a winning bid; and

displaying the selected commercial on the display device during the time slot~~The system of claim 11~~, wherein the receiver is configured to receive the commercial and agent associated therewith simultaneously.

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17.   (original) The system of claim 11, wherein the receiver is configured to receive the commercial and agent associated therewith separately.

18.   (original) A method of presenting a commercial in a time slot to a viewer, the method comprising the steps of:

providing one or more commercials to ~~a~~at least one receiver operatively coupled with a display device, each commercial having an agent associated therewith, the agent for each commercial configured to place a bid for the time slot on behalf of the associated commercial;

separately providing wirelessly broadcast television programming including the time slot to the receiver;

maintaining a profile database to store data related to local viewer preferences;

allowing the agent for at least one commercial to access the local viewer preference related data in the profile database, the agent using the accessed local viewer preference related data to determine the bid to be placed for the time slot;

auctioning the time slot to the one or more ~~commercials~~ agents provided to the receiver;

selecting ~~the~~ at least one commercial having the agent which placed a winning bid;

combining the selected commercial with the wirelessly broadcast television programming;

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19   displing the selected commercial together with the wirelessly broadcast

20   television programming on the display device during the time slot; and

21   storing information related to the commercial having the agent which placed

22   the winning bid in a vault.